

ER 5-3818

# Dale Carnegie Courses

## LEADERSHIP TRAINING INSTITUTE of D. C.

Suite 205 Dale Carnegie Building  
14TH AND PENNA. AVE. N. W., WASHINGTON 4, D. C.  
District 7-4165 or 7-4166

29 March 1954

"BILL" W. H. M. STOVER  
President

"JIM" DR. J. A. BELL  
Student Counsellor

EARL B. FULLER  
Registrar

Mr. Allen W. Dulles, Director  
Central Intelligence Agency  
Washington 25, D. C.

Dear Mr. Dulles:

This letter may perhaps contain the most unusual offer you've ever received. But it's sent in all seriousness, sincerity and hopefulness.

As you well know it is most important for executives in business to be able to get along with people, to communicate their ideas to individuals and to groups, to inspire leadership, and to sell themselves to their associates.

You now know, despite any pre-conceived ideas to the contrary, before coming to official Washington, that the need of these attributes is even greater for government executives.

A free scholarship is available to the man of your choice. The Dale Carnegie leadership training program will produce the above results. You are invited to prove it to your own satisfaction at our expense. Select and send a key employee on a scholarship, free of expense or obligation, expressed or remotely implied. (This scholarship includes tuition, books, framed diploma and commencement banquet.)

It is my sincere belief that the U.S. Government should enter into such a training program, for a select group of its key Jr. and Sr. executives. I believe this is a legitimate expense, amply justified, out of Federal funds.

If thru this experiment, you are convinced that such training should be undertaken at Government expense, then I invite your participation in our proposed Government training program for the Fall. If not, neither of us will be too much hurt.

Final Spring Classes start as follows:  
CLASS 128 Tuesday April 13th - 6:30 p.m. (meets Tues. & Fri.)  
CLASS 129 Thursday April 15th - 6:30 p.m. (meets Thurs. & Mon.)

Your written confirmation, in which your candidate is named, will be sufficient to complete his enrollment.

Sincerely,

Bill W.H.M. Stover